

ABSTRACT OF THE DISCLOSURE

A network advertising system and method includes a network server, a computer user, an electronic banner advertisement (BA) file, multiple web page files, a BA program, and a monitor.

The BA is displayed on the monitor in a window of a browser program from about the point in time that a new web page is requested to about the point in time that the web page file
5 corresponding to the new web page is downloaded onto the user computer and ready for viewing.

The BA offers an advertising venue that will serve up a very discernible advertisement, uncluttered by other content that captivates the viewer's interest, at a point of time that a web (Internet or other network) surfer is willing and amenable to review additional data and
10 information. This is typically a down-time during a browser session. However, by displaying the advertisement as described, most web surfers will indeed pay attention to the ad and the message that it is providing.

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